

October 29, 2004
Dear Chairman Powell:

RE: WIXY; WLRW; WKIO; WXTT SERVICE TO THE PUBLIC

I am Alan Beck, Vice President and General Manager of the Illini Radio Group and radio stations WIXY-FM; WLRW-FM; WKIO-FM and WXTT-FM that proudly SERVE the people of Champaign/Urbana, Illinois as well as Danville, Illinois and the surrounding area.

We have a staff of some fifty people dedicated to service. We are locally focused, in touch with our communities.

Our stations each provide local news multiple times per hour in the morning with "news breaks" throughout the day. We lie in an area prone to strong storms and tornados and we are proud that we are the weather leaders in the markets we serve. We take weather very seriously because of its critical importance to our listeners and their families and they know they can tune to us FIRST when severe weather threatens because we interrupt regular programming without hesitation to bring them the information they desperately want.

Our morning programs regularly have guests in studio speaking about community events of importance, telling others what is available to participate in, how they can help, how they can get involved. And yes we have some fun doing it because entertainment is service as well.

We run issue specific public affairs programming on our stations on a weekly basis in full 30 minute format with interviews of local leaders and encouraging thought and community participation from listeners and residents.

Our market houses the wonderful University of Illinois and we support the University in a wide variety of ways from Assembly Hall events to support of athletics to a full sponsorship of cultural events at the Krannert Center a world class facility. We unhesitatingly keep our listeners informed of the value of the University to our communities and of the events that affect the lives of everyone.

We are active participants in the AMBER ALERT program and work hard to protect the children of our area and our state.

During the last calendar year our stations partnered with over 50 different charities helping them with awareness programs and also with fund raising and particularly focus on those charities and events and funds that impact our local communities.

Just some of the important work we have done in this area includes working with:

Habitat for Humanity
Carle Hospital Children's Center Cancer Department
The March of Dimes
The Arthritis Foundation
The American Diabetes Association
The Salvation Army
The American Center for Urological Disease
Breast Cancer Awareness

Leukemia & Lymphoma Society
American Cancer Society
MDA

We have served our communities by supporting events such as the Independence Day Freedom Celebration, The National Night Out in July, A Family Fun Night in August, the Make a Difference Drive, Toys for Tots, and more.

During September our station WLRW (Mix) held a month long drive called MIX UP THE VOTE where members of our staff became certified voter registration workers and donated their time to register new voters at many locations through the community from where we broadcast. The value of air time and personal service no doubt runs to the hundreds and hundreds of thousands of dollars if not millions.

In fact we have staff members personally involved in a number of active community organizations and that involvement spills over to their air work if on air and the quality of their efforts if in other departments.

We publish several "guides" of interest to our local communities including a FAIR AND FESTIVAL GUIDE to help keep people informed of all the great family activity available to during the spring, summer and fall seasons. We publish the KIDS SAFETY GUIDE to help parents learn more about keeping their children safe from harm. We promote all of these publications heavily on all of our stations and they are of course provided to the public FREE OF CHARGE!

Our country station WIXY actually records hundreds of grade school classes reciting the Pledge of Allegiance and replays individual classes doing so at designated times daily. We want to help our youngsters learn love of country and also involve mom and dad and all those touched by these children in the experience. Imagine the joy and pride of hearing your child's class recite the Pledge of Allegiance on a major radio station! And, yes Mr. Chairman we do leave in ONE NATION UNDER GOD because that is what we are and that REFLECTS THE VALUES OF THE COMMUNITIES THAT WE SERVE.

With all due respect to those claiming that radio does not serve the public I say BALONEY. These people know not of what they speak. They are generally people looking for what is wrong and not what is right, of what is bad about America instead of what is good. Frankly, Mr. chairman these people have it exactly backwards, local radio stations such as ours --- especially ours - do a wonderful job of serving community and are doing more and not less than we ever have. If the nay sayers would place as much emphasis in their lives on doing all the things that we do as they do about complaining about whatever they can think of we would all be much better off.

Community Service is alive and well in the radio industry. Due to the efforts of WIXY; WLRW; WKIO and WXTT community service is not only alive and well in our communities, it is thriving.

Respectfully,
Alan Beck
Vice President & General Manager
Illini Radio Group